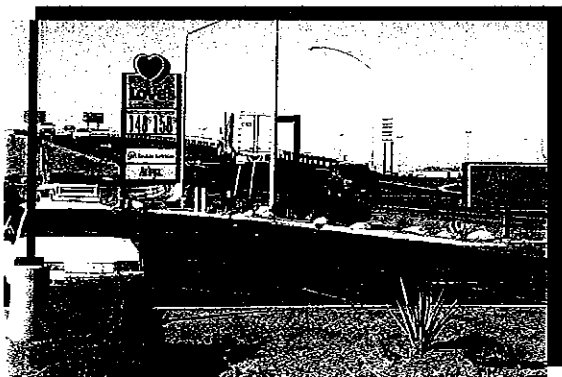




7.0 GROWTH AREAS ELEMENT



The Growth Areas Element provides a focus on those geographical areas of Eloy where near-term revitalization and growth is appropriate. It provides guidance for the City to leverage the timing and location of development where existing utilities are or will provide adequate service.

The Growth Areas Element is one of the new mandated elements of the Growing Smarter/Plus legislation for growing communities larger than 2,500 inhabitants. For municipalities in Arizona, the legislation (ARS §9-461-05) stipulates that Growth Areas should specifically identify those areas that are well suited (or planned) to accommodate new efficient and rational development patterns. As outlined in the legislation, the policies and strategies within the Growth Areas element should be designed to:

- *Make automobile, transit, and multimodal circulation more efficient, make infrastructure expansion more economical, and provide for a rational pattern of land development.*
- *Conserve significant natural resources and open space areas in the growth area and coordinate their location to similar areas outside the growth area's boundaries.*
- *Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure expansion that is coordinated with development activity.*

To clearly communicate the City's future direction, the Growth Areas Element is organized in the following four sections:

- Existing Character
- Growth Areas Goal, Objectives, Evaluation Measures, and Policies
- Growth Areas Plan
- Growth Areas Element Implementation Program

7.1 EXISTING CHARACTER

Eloy is poised to step to a new level of growth. The modest population growth of 4.4 percent over the past 10 years may increase significantly, as Eloy is in the direct path of future development and may be "discovered" for its small town charm. Eloy can grow and still remain a charming community if growth and revitalization are managed and targeted to areas that can best accommodate it. Targeting the appropriate type and location of new and revitalized growth allows the enhancement of selected areas that need improvement or that can absorb new jobs and housing without increasing traffic or intruding on neighborhood quality of life. The Growth Areas Element therefore seeks to identify the areas that can efficiently and logically accommodate growth, resulting in a diverse concentration of land use, transportation, and circulation options, and integrated open space areas.

The intent of growth area identification is to discourage dispersed development or "sprawl" by facilitating both revitalization and new development into targeted areas. These areas may be amenable to enhancing their existing economic viability, creating a compact development area, integrating active and passive open space, preserving natural resources, and accommodating integrated, yet compatible land uses (commercial, office, residential, tourism, and light industrial). These areas are also served by a multi-modal transportation (transit, pedestrian, bicycling, etc.) system that allows a variety of methods for community access and mobility.

The use of identified growth areas should not be construed to function as an "urban growth boundary." While several states (i.e. Oregon, Florida, and Washington) employ urban growth boundary templates to manage development in high-growth areas, Arizona growth areas are not prohibitive. New and revitalized development is encouraged ("targeted") within identified areas that provide residents with increased choices and a higher quality of life. Choices and quality of life are characteristics consistent with Smart Growth principles, which generally include the following:

- Encourage mixed land uses
- Compact building design



-
- Diversity of housing choices
 - Strong pedestrian network
 - Distinctive, attractive communities with a strong sense of place
 - Open space, farmland, natural beauty, and sensitive environmental area preservation
 - Growth directed toward existing development
 - Provide transportation choices
 - Development decisions that are predictable, fair, and cost effective
 - Community and stakeholder collaboration in development decisions

In addition, it should be noted that growth areas are not required to be contiguous or defined by a rigid boundary.

7.2 GROWTH AREAS GOAL, OBJECTIVES, EVALUATION MEASURES, AND POLICIES

The goal, objectives, evaluation measures, and policies provide the City's direction and intent relative to directing near-term future growth, development, and revitalization in appropriate locations. The goal statement is based on the identification of key issues that have been identified through community participation events, a community survey, City staff involvement, and URS's professional assessment. The supportive objectives, quantifiable evaluation measures, and policies provide the guidelines and premise for implementation activities that will achieve the City of Eloy's goal and overall community vision. The goal, objectives, evaluation measures, and policies that support the growth areas element are presented on the following page:



GOAL

A COMPACT DEVELOPMENT PATTERN CHARACTERIZED BY A SUSTAINABLE LAND USE PATTERN, MULTI-MODAL TRANSPORTATION SYSTEM, ADEQUATE PUBLIC FACILITIES AND SERVICES, AND PASSIVE AND ACTIVE OPEN SPACE.

TOPIC	OBJECTIVE	EVALUATION MEASURES	POLICIES
PLANNED DEVELOPMENT	<ul style="list-style-type: none"> * Utilize identified growth areas as targets for future new and revitalized development. 	<ul style="list-style-type: none"> * Achieving 80 percent of the dwelling units and commercial building area (receiving permits and certificate of occupancy) within identified growth areas. 	<ul style="list-style-type: none"> * The City should prepare or require the preparation of planned area development (PAD) master plans for new, revitalization, or redevelopment plans for existing growth areas. * The City should utilize the Land Use Plan to identify appropriate land uses within each growth area, which may be refined based on demonstrated site conditions, market factors, or community needs. * The City should promote infill where existing infrastructure and City services are or are programmed to be available.
	<ul style="list-style-type: none"> * Promote an attractive environment that encourages social interaction. * Promote the cost-efficient and logical expansion of infrastructure. 	<ul style="list-style-type: none"> * Demonstrate with a list and description of projects that add sidewalks, pedestrian-friendly features (e.g. street furniture, street trees), and open spaces (parks, open space, and plazas) within residential and retail commercial growth areas. * The amount of approved development that is consistent with the Eloy Water Master Plan and Eloy Wastewater Master Plan in the use of water resources and water and wastewater infrastructure extension and expansion. 	<ul style="list-style-type: none"> * The City should review and revise as appropriate the Downtown Redevelopment Plan streetscape elements including sidewalks, street furniture, landscaped street frontage, angled parking on local streets, and inviting public areas (mini-parks and plazas). * The City should update the retail facade renovation study included in the Downtown Master Plan to upgrade the Main Street frontage. * The City should include bicycle facilities (routing and bicycle racks) within the Parks, Recreation and Trails Master Plan. * The City should adopt and impose impact fees for new developments. * The City should provide priority funding for infrastructure and transportation projects within designated growth areas that support the economic clusters identified in the Focused Future Strategic Plan. * The City should prepare and adopt a Capital Improvement Plan to logically stage and finance future infrastructure and facility expansion and renovation. * The City should explore the resources available through the State Water Infrastructure Finance Authority (WIFA), Community Development Block Grant (CDBG), and Greater Arizona Development Authority (GADA) to assist the City and enhance the provision of infrastructure within growth areas.



7.3 GROWTH AREAS PLAN

The intent of the Growth Areas Plan is to identify the locations for Targeted Development Areas (“Growth Areas”) throughout the Eloy Study Area. The identified growth areas were defined based upon the factors listed below:

- **Vacant or Underutilized Land:** These areas are anticipated to accommodate or leverage development, revitalization, or redevelopment based on their proximity to Interstate-10 (I-10), the wastewater treatment plant, or Eloy Municipal Airport;
- **Public Facilities Capacity:** These areas are or will be programmed to be served with safety, municipal, or health care services;
- **Infrastructure Expansion:** These areas could be served with incremental expansion financed through private development activity;
- **Open Space Opportunities:** These areas incorporate community recreational facilities such as the Grand Valley Golf Course; and
- **Smart Growth Principles:** These areas may utilize these guidelines to enable the concentration of mixed residential and employment land uses served by a variety of transportation modes that provide a high quality of life.

The Growth Areas Element also presents several mechanisms for achieving the growth in targeted areas. These include the preparation of specific plans, updating of revitalization/redevelopment plans, and adoption of infill incentive districts, capital facilities programming, and adequate public facilities ordinances. Specific plans are permitted by Arizona Revised Statutes (ARS 9-461.08) to allow cities the opportunity to define building layout and site planning, bulk and height requirements, and open space integration. Redevelopment plans are also permitted by statute (36-1471 et. seq.) to transform underutilized or vacant areas into viable economic opportunity areas. The Growing Smarter Plus legislation established infill incentive districts to stem the characteristics of disinvestment (i.e. dilapidated structures, contaminated sites, public nuisances, crime, and population decline) in developed areas. Capital improvement plans identify the sequential phasing of community infrastructure



and facilities to stage growth and foster revitalization in a rational manner. Adequate public facilities ordinances assist in maintaining desired facility (including schools) levels of service when new development occurs in the City.

The Growth Areas Plan identifies six areas as priorities for both new and revitalized growth and development. These areas are described below and are illustrated in Figure 7-1, *Growth Areas Plan*.

*Sunland Gin Gateway
Growth Area*

The Sunland Gin Gateway Growth Area is located in the northwest corner of the study area and includes approximately 1,381 acres. The growth area is defined by the easterly extension of Hilltop Road on the north (incorporated city boundary), Shedd Road on the south, Overfield Road (if extended) on the east, and the incorporated city boundary on the west. The existing interchange provides a poor first impression of Eloy for southbound travelers from Phoenix (on I-10) or Los Angeles (on Interstate 8). The Sunland Gin Gateway Growth Area will focus on urban design improvements to provide an attractive gateway for Eloy. Enhancements to the landscaping and signage should contribute to the attractiveness of the I-10 freeway right of way. Commercial and mobile home development that fronts on I-10 or Toltec Highway will be enhanced through the implementation of design guidelines. New development will incorporate native/drought tolerant landscaping along the freeway frontage. A feature for identifying entry into Eloy (sign, flag, monument, etc.) should be located north and south of the interchange. New neighborhood and community commercial uses fronting on Toltec Highway will serve residential uses in this growth area as well as Arizona City (to the south).

*Municipal Airport
Growth Area*

The Municipal Airport Growth Area is located in the northern region of the study area and includes approximately 959 acres. The growth area is defined by Hanna Road on the north, Aztec Street (if extended) on the south, approximately one-half mile between Tweedy (Tumbleweed) Road and Eleven Mile Corner Road on the east, and Maya Road (if extended) on the west. The Municipal Airport Growth Area provides for increased specialty (e.g. aviation related) light industrial and recreation growth. The world-wide reputation of sky diving activities at the Eloy Municipal Airport



provides a strong foundation to expand established businesses with a recognized market niche. Expansion and improvement of Tweedy (Tumbleweed) Road and Houser Road (which lies in the Northern Growth Area) will provide increased vehicular access. Future support facilities to be located within the Municipal Airport Growth Area include event parking, event transportation (e.g. shuttle service), and pedestrian connections to facilitate increased tourism within the community.

Northern Growth Area

The Northern Growth Area is located in the north-central region of the study area and includes approximately 5,052 acres. The boundaries of the growth area include Shedd Road on the north, SR 84 on the south, La Palma Road on the east, and Curry/Tweedy Roads on the west. The Northern Growth Area provides extensive vacant and underutilized land to accommodate new low and medium density residential development that can be served with existing infrastructure. The City could identify special incentives (by designating an Infill Incentive District) east of Eleven Mile Corner Road to expand the population and tax base within the Eloy Elementary and Santa Cruz Valley High School Districts. Vehicular access to I-10 at the Sunshine Boulevard interchange now provides residents and neighborhood commercial areas with convenient regional highway access. Special emphasis will be placed on upgrading arterial roads within this growth area.

Highway Corridor Growth Area

The Highway Corridor Growth Area is located in the north-central region of the study area and comprises approximately 2,862 acres. The Highway Corridor Growth Area is defined by I-10 on the north, State Route 84 (including the Union Pacific Railroad corridor) on the south, Sunshine Boulevard on the east, and Grand Avenue on the west. It is envisioned to be Eloy's primary employment activity center. The Highway Corridor Growth Area will assist in the establishment of Eloy as a manufacturing, distribution, and business park center. The established industrial park continues to gain new tenants requiring large buildings and ample outdoor storage. These types of uses have fortunately located away from the I-10 frontage, allowing less intensive and more attractive infill of light industrial or business park development along freeway frontage consistent with highway design guidelines. A future interchange at Battaglia Road will



provide ease of access to I-10 for businesses, without passing through the residential and commercial areas at the Toltec Highway or Sunshine Boulevard interchanges. The City's water tank is conveniently placed to serve this area with adequate potable water storage/fire flow.

Downtown Growth Area

The Downtown Growth Area is also located in the north-central region of the study area and includes approximately 541 acres. The boundaries of the growth area include Battaglia Road on the north, Alsdorf Road on the south, Sunshine Boulevard on the east, and Eleven Mile Corner Road on the west. The Downtown Growth Area is an existing growth area. The small downtown structures, central park and grid, and radial street system offer a historic window to Eloy's early development. Many of the structures that front on both sides of Main Street are occupied. All of the existing structures are candidates for restoration and continued use. While many of the structures along the north side of Frontier Street are abandoned, they provide an opportunity for restoration or revitalization. The Main Street retail area contains a mix of service businesses and variety or gift shops, but lacks a variety of personal services. The Eloy Theater, which is now closed, offers the potential to serve as an entertainment and/or recreation venue. The covered walking arcade along these shops offers weather protection for pedestrians. Angled parking serves as the pedestrian's protective barrier from traffic. Vacant lots between buildings offer locations for pedestrian plazas and "sidewalk cafes" as well as infill sites for compatible commercial development. The community center, now converted to the new library, could provide space to house a larger book collection and technology center. The Main Street corridor (between Stuart and Meyer Boulevards) will be targeted for retail and office revitalization, while the surrounding residential areas will be the focus of special incentives (Infill Incentive District) for medium, medium-high, and high density infill development and redevelopment. Revitalization and improvements within the downtown area will be part of a Redevelopment Plan organized by the Downtown Revitalization Committee.



Southern Growth Area

The Southern Growth Area is located in the north-central region of the study area and includes approximately 4,725 acres. The boundaries of the growth area include I-10 on the north, Phillips Road on the south, La Palma Road on the east, and Toltec Highway on the west. This growth area will provide additional community based commercial, low, medium and medium-high density planned area (residential) development, and recreation uses. New development locating within this growth area will utilize existing water service infrastructure. Wastewater infrastructure will be required to serve this area through a satellite facility connected with the existing wastewater treatment plant on the north side of I-10. The appearance of commercial land use at the Sunshine Boulevard interchange and along I-10 will be established by design guidelines addressing highway frontage areas. The minimal existing development south of I-10 will make freeway access for the Southern Growth Area very convenient. However, the potential for high traffic volumes crossing the Sunshine Boulevard overpass may necessitate overpass upgrading in the future. Mixed-use and mixed density residential and recreational developments are to be served by additional community commercial uses at the Toltec Highway/I-10 interchange and Battaglia Road (future interchange). The northern portion of this growth area will initiate the high-end housing type that the City desires. The existing Grande Valley Golf Course serves as the activity centerpiece for the northern portion of this growth area and will attract infill and the completion of entitled high value residential development projects, including active adult or senior housing opportunities. The municipal landfill has potential cost and revenue considerations, which may result in a change in its status and location as a City facility.

7.3.1 Adequate Facilities and Services for Growth

The existing or planned availability of essential facilities and services to accommodate Eloy's growth extends over approximately 15 percent of the study area. Timely and orderly development of contiguous facilities and services will be extremely important as the City grows. In order to encourage and facilitate the efficient expansion of services and facilities for infill development or for new development in the growth areas, capital improvements will be targeted for a 3- to 5-year period.



Development proposed in growth areas, which is consistent with the Growth Areas Plan, will be considered to be in conformance with the General Plan's Land Use Plan. Within growth areas, projects may proceed without the need to provide an evaluation of adequate facilities and services. If a development proposal is submitted for a parcel that is designated for a future phase, subsequent phases may be accelerated, if deemed in the City's best economic interests. If new development, consistent with the Land Use Plan, is located outside the six growth areas, the City of Eloy will evaluate the efficiency and cost/benefit of approving that development based upon the following criteria:

Facility Adequacy Criteria:

✧ Water Facilities

- Compliance with a future adopted water master plan.
- Adequate water resources for the development (100-year assured supply) and a water balance that reduces City reliance on groundwater.
- Adequate water production facilities including trunk lines, pumps, and fire hydrants are in place or will be in time to serve the development.

✧ Wastewater Facilities

- Compliance with a future adopted wastewater master plan.
- Adequate wastewater treatment capacity (not to exceed 80 percent of treatment plant capacity).
- Adequate wastewater transmission facilities including trunk lines and pumps.

✧ Streets and Highways

- Compliance with the Circulation Element and Circulation Plan.
- Adequate street access including right-of-way for streets, improved street area, traffic control (stop signs or signals).
- Access to planned or existing pedestrian, bicycle, and transit facilities.



× Schools

- Adequate school capacity is available for new students generated.
- Consistent with projected school enrollment or planned school construction or expansion.

× Police Services

- Police protection will not be reduced below the adopted level of service for officers per 1,000 population.
- Emergency response times will not exceed the existing average response time by 10 percent.

× Fire Protection Services

- Fire protection and emergency medical will not be reduced below the adopted level of service for firefighters/EMT staff per 1,000 population.
- Emergency response times will not exceed the existing average response time by 10 percent.

× Fiscal/Financial

- The City's budget for development/permit review, construction, inspection, operation, and maintenance would not need to be supplemented by more than 20 percent in any one fiscal year.
- The municipal facilities to serve the proposed development would not exceed the revenue stream received from taxes and fees (e.g. property tax, sales tax, utility fees, development fees) for the proposed development.

Future development located outside the growth areas may be approved if it meets the Facility Adequacy Criteria. Evaluation of the criteria will comprise a portion of the City's staff report on any rezoning, planned area development, master site plan, or building permit, whichever would occur first. When a proposed development outside the growth areas does not comply with the criteria, or triggers the need to change adopted plans, policies, budgets, etc., the development may not be approved until it can substantially meet all the criteria.



7.4 *GROWTH AREAS ELEMENT IMPLEMENTATION PROGRAM*

The Implementation Program for the Growth Areas Element of the Eloy General Plan establishes both short- and long-term activities to achieve the identified goal and its objectives. A listing of these activities is provided below and organized into both short- (1-5 year) and long-term (5-10 year) timeframes.

Short-Term Implementation Activities

- ✧ Downtown/Redevelopment Plan Update
- ✧ Parks, Recreation, and Trails Master Plan Preparation
- ✧ Capital Improvements Program Preparation
- ✧ Main Street Streetscape Master Plan Preparation
- ✧ Infill Incentive District Ordinance Adoption

Long-Term Implementation Activities

- ✧ Development Code for Planned Area Development and Master Site Plan Revision
- ✧ Adequate Public Facilities Ordinance Preparation
- ✧ Design Guidelines Preparation

The activities identified for short-term implementation are further defined in Table 7.1, *Growth Areas Element Implementation Program*. The table is organized to address the following key considerations to allow the City of Eloy's immediate/staged implementation. These considerations include the following:

Activity	Identifies the measure necessary to implement the Growth Areas Element.
Objective Achievement	Identifies the specific objective to be achieved.
Activity Description	Identifies the characteristics of the activity.
Responsibility	Identifies the primary entity to lead activity implementation efforts.
Timing	Identifies and prioritizes the timeframe for the activity to be initiated.
Resources	Identifies the probable mechanism(s) to complete the activity.



**Intergovernmental
Coordination**

Identifies other governmental entities necessary to achieve the activity.

Related Activities

Identifies the staging of other activities that influence/impact the timing of the activity.

The staff of the Planning Department should create a revised listing of implementation activities each year based on their completion or reprioritization. The Planning and Zoning Commission will review the revised listing for recommendation and approval. Based on the review and approval of the Planning and Zoning Commission, activity recommendations should then be submitted to the City Council for review and recommendation. In this manner, short-term implementation activities will be prioritized for potential funding through the City's budgeting and capital improvement review process by the following spring.



TABLE 7.1
GROWTH AREAS ELEMENT IMPLEMENTATION PROGRAM

Activity	Objective Achievement	Activity Description	Responsibility	Timing (Years)	Resources	Intergovernmental Coordination	Related Activities
1. Downtown / Redevelopment Plan Update	Promote an attractive environment that encourages social interaction.	Adopt a strategy to revitalize and beautify underutilized buildings, including evaluation of an infill incentive district.	* Planning Department and * Downtown Revitalization Committee	1-2	* General Fund Revenues * CDBG	* None	None
2. Parks, Recreation, and Trails Master Plan Preparation	Promote an attractive environment that encourages social interaction.	Provide a specific blueprint for desired facilities in each proposed park, hierarchy of park types and recreation facilities conceptually located, and funding mechanisms for acquisition.	* Recreation Department	1-2	* General Fund Revenues	* None	None
3. Capital Improvements Program Preparation	Promote the cost efficient and logical expansion of infrastructure.	Prepare a six-year planning program to prioritize department and finance desired community facilities and utilities projects.	* Engineering Department	1-2	* General Fund Revenues	* None	None
4. Main Street Streetscape Master Plan Preparation	Promote an attractive environment that encourages social interaction.	Identify and implement a street improvement program to promote pedestrian oriented development.	* Planning Department	2-3	* General Fund Revenues	* None	None
5. Infill Incentive District Ordinance Adoption	Utilize identified growth areas as targets for future new and revitalized development.	Provide incentives to attract development to the developed portion of the City.	* Planning Department	2-3	* General Fund Revenues	* None	1

Source: URS, September 2001.

